

THE SIGNAL ADVERTISING

The Signal newspaper is a unique bi-weekly student publication distributed free of charge throughout the University of Houston-Clear Lake. The professional design, easy-to-read format and in-depth articles appeal readily to more than 8,000 students, faculty and staff, as well as to private citizens who may pick up an issue at local shops and businesses. The Signal provides a great way to promote your business to an academic and community audience.

CONTACT US

IN PERSON:

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ADVERTISING PERSONNEL

Lindsay Humphrey, Ad Manager
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SPRING 2012 PUBLICATION DATES

FEBRUARY

S	M	T	W	Th	F	S
•						
6						
•						
20						

MARCH

S	M	T	W	Th	F	S
•						
5						
•						
26						

APRIL

S	M	T	W	Th	F	S
•						
16						
•						
30						

MAY

S	M	T	W	Th	F	S

CIRCULATION:
2,500 copies

PUBLICATION:
6-7 issues/semester

Deadline to reserve ad space is two weeks prior to publication date.
Deadline to receive all ad material is noon the Monday before publication (*).

SPRING BREAK:
March 12 - 16

FINAL EXAMS:
May 1 - 7

SPRING 2012 ADVERTISING RATES FOR UHCL OFFICES

CLASSIFIED ADS:

\$5 flat rate for up to 35 words
25¢ extra for every word extra

EXTRAS:

First three words
bold & capitalized..... FREE!
Bold..... 25¢/word
Border..... \$1
Centered text..... \$1
Reverse type..... \$3
Logo..... \$5

- All classified ads are published on The Signal's website under the Classified Ads section at no extra cost.
- Prepayment required for all classified ads.

ONLINE ADS:

UHCLTheSignal.com is the online source for student media at UHCL and offers a variety of advertising opportunities. Contact The Signal advertising office for information about online ad sizes and pricing.

DISPLAY ADS:

BLACK & WHITE:

Full page	\$300	10.25" x 16"
Half page horizontal	\$150	10.25" x 8"
Half page vertical	\$150	5" x 16"
Quarter page horizontal	\$100	10.25" x 4"
Quarter page vertical	\$100	5" x 8"
Eighth page horizontal	\$50	5" x 4"
Business card	\$25	5" x 2"

Each price is based on one run in The Signal.

FULL COLOR:

Full page	\$390
Half page	\$187.50
Quarter page	\$120
Eighth page	\$57.50
Business card	\$27.50

**Color ads are the same size as black & white ads.*

Full-color ads are only available in the Campus Life section of the paper and come with a free one-week text ad on The Signal's website. The online text ad can link to your office's website.

The Signal uses a five-column format and charges \$4.50 per column inch for black and white ad sizes other than those specified.

All ad invoices are sent out the day of publication. Please provide a copy of all IDTs to The Signal, Box 456.

Ad material must be in .jpg, .pdf, .doc, .docx or .ppt format.